

**Amendments to the specification:**

*Please replace the paragraph beginning on Page 7, lines 16-23, with the following amended paragraph:*

Advantageously the inventive neat cleansing lotion contains about 0.1% to about 15% by wt. of the total composition of a lamellar phase inducing structurant selected from: C8 to C24 alkenyl or branched alkyl fatty acid or ester thereof with a melting point below 25C; C8 to C24 alkenyl or branched alkyl fatty alcohol or ether thereof with melting point below 25C; C5 to C12 alkyl fatty acids; and ~~hydroxystearin~~hydroxystearic acid, and the like. Preferably the lamellar structurant is selected from isostearic acid, lauric acid, oleic acid, palm kernel acid, coconut acid, and blends thereof, and the like.